

Message Text

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PAGE 01 STATE 069926
ORIGIN COME-00

INFO OCT-01 AF-08 EB-08 ISO-00 /017 R

DRAFTED BY COM/BIC/OIM/AF/PLCHRISTENSON
APPROVED BY EB/OCA/CM:WHALL
COM/BIC/OIM/AF/SKMILLER
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STATE/AF/S/RILLING
AF/EPS/LWHITE
USIA/ICS/JJACOBS (PHONE)

-----301129Z 044472 /10

R 292353Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY KHARTOUM

UNCLAS STATE 069926

E.O. 11652: N/A

TAGS: BEXP, SU

SUBJECT: SUDAN INTERNATIONAL FAIR

1. USDOC HAS BEEN CONTACTED BY PHP INTERNATIONAL, A U.S. FIRM HEADQUARTERED IN FALLS CHURCH, VIRGINIA AND THE APPOINTED AGENT OF THE SUDANESE FAIR AUTHORITIES FOR RECRUITMENT IN U.S. AND CANADA.
2. PHP INDICATED IT HAS ALREADY RECRUITED 11 FIRMS FOR THE FAIR, AND IS CONCERNED ABOUT THE POSSIBILITY USDOC WILL DECIDE TO RECRUIT PARTICIPANTS FOR A USG PAVILLON. PHP BELIEVES THAT A USDOC CAMPAIGN TO RECRUIT PARTICIPANTS FOR A USG PAVILLON WOULD TAKE BUSINESS AWAY FROM PHP, AND WOULD SERIOUSLY IMPAIR THE LIKELIHOOD PHP CAN RECOUP ITS INVESTMENT INTO REPRESENTATION OF THE SUDAN FAIR.

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3. USDOC WOULD LIKE TO AVOID THE UNTENABLE POSITION OF BEING IN COMPETITION WITH U.S. PRIVATE ENTERPRISES FOR OBVIOUS REASONS. WE BELIEVE THAT THE PROBABLE NUMBER OF U.S. PARTICIPANTS IN THE SUDAN FAIR, WHETHER RECRUITED BY PHP OR USDOC, IS ABOUT 30 FIRMS. PHP IS ALREADY ONE-THIRD OF THE WAY TO THAT FIGURE.

4. AS THE EMBASSY IS AWARE, THE MOUNTING OF A USDOC PAVILLON IS CONTINGENT UPON OUR OBTAINING ADDITIONAL FUNDING FROM THE CONGRESS. THE TIMING AND SUCCESS OF THIS EFFORT IS UNCERTAIN. IN VIEW OF THE SHORT LEADTIME REMAINING BEFORE THE FAIR, AND OF THE SUBSTANTIAL TRANSPORTATION DELAYS WHICH EXHIBITORS WILL FACE, RECRUITMENT OF EXHIBITORS SHOULD BE UNDER WAY RIGHT NOW IF USDOC IS TO MOUNT A PAVILLON. WITHOUT FUNDING, HOWEVER, WE ARE UNABLE TO DO SO.

5. IN VIEW OF THE FACT THAT PHP IS THE APPOINTED AGENT OF THE SUDAN FAIR AUTHORITIES, THE PRESENT STATUS OF THEIR RECRUITMENT EFFORTS, AND THE SHORT LEADTIME REMAINING BEFORE THE FAIR, WE BELIEVE THAT THE USG INTEREST IN ASSURING A SIGNIFICANT US INDUSTRY PRESENCE AT THE FAIR COULD BE BEST ASSURED BY COLLABORATING WITH PHP.

6. USDOC HAS THEREFORE DECIDED TO CANCEL FURTHER PLANS FOR A USDOC PAVILLON. PHP WILL NO DOUBT SEEK LEADS FROM THE EMBASSY CONCERNING LIKELY PARTICIPANTS. ANY ASSISTANCE THE EMBASSY CAN PROVIDE WOULD, WE BELIEVE, BE IN ORDER.

7. WE ASSUME THIS COURSE OF ACTION WOULD NOT RPT NOT PRECLUDE USE OF USIS CENTERPIECE SHOULD SUCH BE AVAILABLE. CHRISTOPHE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
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Original Handling Restrictions: n/a
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Original Previous Handling Restrictions: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Withdrawn Fields: n/a
SAS ID: 3199598
Secure: OPEN
Status: NATIVE
Subject: SUDAN INTERNATIONAL FAIR
TAGS: BEXP, SU
To: KHARTOUM
Type: TE
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